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WHAT IS CLAIMED IS:

1. A computerized network for interesting and retaining at least one qualified purchaser or licensee of intellectual property, comprising:

(1) at least one seller;

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(2) at least one prospective purchaser; and

(3) a central network core site comprising at least one computer and at least one storage medium, through which:

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(i) the seller presents a first level of disclosure of said intellectual property to the purchaser and requests a first response, said first response comprising a fulfillment of a first demand by the purchaser;

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(ii) the purchaser fulfills the first demand;

(iii) the seller presents a second level of disclosure of said intellectual property to the purchaser and requests a second response, said second response comprising a fulfillment of the second demand by the purchaser;

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(iv) the purchaser fulfills the second demand; and

(v) the seller and the purchaser optionally enter into a contract relative to the intellectual property.

2. The network of claim 1, through which the seller presents additional levels of disclosure comprising requests for additional responses, said additional responses comprising fulfillment of additional demands, wherein the purchaser fulfills said demands before entering into the contract.

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3. The computerized network of claim 1, wherein said contract is a licensing agreement.

4. The computerized network of claim 1, wherein said contract is an assignment of rights.

5 5. The computerized network of claim 1, wherein said intellectual property is selected from the group consisting of a patent, a trademark, a copyright, a trade secret and know-how.

6. The computerized network of claim 1, wherein each successive level of presenting has associated therewith an increasing level of security.

10 7. The computerized network of claim 1, wherein said demands comprise compensation comprising one or more of money, certificate authentication, or agreements.

15 8. The computerized network of claim 1, wherein each level of said presenting comprises revealing additional information relating to said intellectual property.

9. The computerized network of claim 1, further comprising peripheral services relating to the marketing or exchange of intellectual property offered through the network core site.

20 10. A method of using the computerized network of claim 1 to interest and retain at least one qualified purchaser of intellectual property comprising:

(a) a seller presenting a first level of disclosure of said intellectual property to the purchaser via said network and

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requesting a first response, said first response comprising a fulfillment of a first demand by said purchaser;

(b) said purchaser fulfilling said first demand via said network;

5 (c) said seller presenting a second level of disclosure of said intellectual property to the purchaser via said network and requesting a second response, said second response comprising a fulfillment of a second demand by said purchaser;

10 (d) said purchaser fulfilling said second demand via said network; and

(e) said seller and said purchaser optionally entering into a contract relative to said intellectual property.

15 11. The method of claim 10, further comprising additional presenting of levels of disclosure by the seller comprising requests for additional responses, said additional responses comprising fulfillment of additional demands, wherein the purchaser fulfills said demands before entering into the contract.

20 12. The method of claim 10, wherein said contract is a licensing agreement.

13. The method of claim 10, wherein said contract is an assignment of rights.

25 14. The method of claim 10, wherein said intellectual property is selected from the group consisting of a patent, a trademark, a copyright, a trade secret and know-how.

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15. The method of claim 10, wherein each successive level of presenting has associated therewith an increasing level of security.

16. The method of claim 10, wherein said demands comprise compensation comprising one or more of money, certificate authentication, or agreements.

17. The method of claim 10, wherein each level of said presenting comprises revealing additional information relating to said intellectual property.

18. The method of claim 10 wherein the purchaser or seller access peripheral services relating to marketing or exchange of intellectual property available on the network prior to entering into the contract.

19. A computer program product comprising a computer usable medium having program logic stored thereon, wherein said program logic comprises machine readable code to enable the computerized network of claim 1 to interest and retain at least one qualified purchaser of intellectual property, wherein the machine readable code comprises:

- (1) machine readable code to enable the seller to present a first level of disclosure of the intellectual property to the purchaser via the network and request a first response, said first response comprising a fulfillment of a first demand by the purchaser;
- (2) machine readable code to enable the purchaser to fulfill the first demand;
- (3) machine readable code to enable the seller to present a second level of disclosure of the intellectual property to

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the purchaser via the network and request a second response, said second response comprising a fulfillment of the second demand by the purchaser;

(4) machine readable code to enable the purchaser to fulfill the second demand; and

(5) machine readable code to enable the seller and the purchaser to optionally enter into a contract relative to the intellectual property.

20. The computer program product of claim 19 further comprising machine readable code to enable the network core site to perform peripheral services relating to the marketing or exchange of intellectual property.

21. The network of claim 1, wherein the first and second responses are requested by the purchaser and comprise fulfillment of a first and second demand by the seller, and the seller fulfills the first and second demands.

22. The network of claim 21, wherein the purchaser requests additional responses from the seller to view additional levels of disclosure, said additional responses comprising fulfillment of additional demands by the seller, wherein the seller fulfills said demands before entering into the contract.

23. The method of claim 10, wherein the first and second responses are requested by the purchaser and comprise fulfillment of a first and second demand by the seller, and the seller fulfills the first and second demands.

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24. The method of claim 23, wherein the purchaser requests additional responses from the seller to view additional levels of disclosure, said additional responses comprising fulfillment of additional demands by the seller, wherein the seller fulfills said demands before entering into the
5 contract.

25. The computer program product of claim 19 wherein the machine readable code enables the first and second responses to be requested by the purchaser and fulfilled by the seller.

26. The network of claim 1, wherein the purchaser also requests a
10 response from the seller comprising fulfillment of a demand by the seller prior to the presentation of each level of disclosure.

27. The network of claim 2, wherein the purchaser also requests a response from the seller comprising fulfillment of a demand by the seller prior to the presentation of each level of disclosure.

28. The method of claim 10, wherein the purchaser also requests
15 a response from the seller comprising fulfillment of a demand by the seller prior to the presentation of each level of disclosure.

29. The method of claim 11, wherein the purchaser also requests
20 a response from the seller comprising fulfillment of a demand by the seller prior to the presentation of each level of disclosure.

30. The computer program product of claim 19 further comprising machine readable code to enable the purchaser to also request a response from the seller comprising fulfillment of a demand by the seller prior to the presentation of each level of disclosure.